

## ABSTRACT OF THE DISCLOSURE

A 2.2th-power to 1<sup>st</sup>-power conversion circuit 102 uses a 2.2th-power curve to convert an input R signal 'a' into an R signal 'b' expressed in a 1<sup>st</sup>-power signal space. Offsets, which are to be added to a G signal and a B signal, at each tone of the R signal 'b' expressed in the 1<sup>st</sup>-power signal space have been stored in advance in a GLUT 112 for R and a BLUT 113 for R. In response to input of the R signal 'b', the GLUT 112 for R and the BLUT 113 for R output the offsets, which are to be added to the G signal and the B signal, according to the tone value of the R signal 'b'. An adder circuit 122 adds offsets 'c' and 'd', which are output from an RLUT 114 for G and an RLUT 116 for B, to the R signal 'b' output from the 2.2th-power to 1<sup>st</sup>-power conversion circuit 102, so as to give an R signal 'e'. A 1<sup>st</sup>-power to 2.2th-power conversion circuit 132 reversely converts the R signal 'e' according to the 2.2th-power curve. The technique of the invention thus effectively prevents chromaticity coordinates of color rays emitted from a display device from being varied with a variation in tone values of the R, G, and B signals.